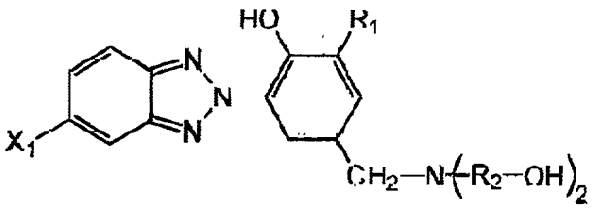
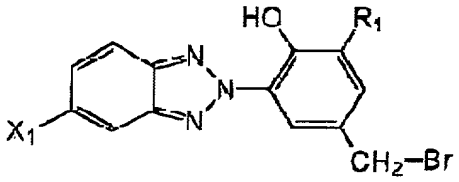
We claim:

1. A process for the preparation of a diol functionalized UV absorber having the general formula 1



Formula 1

where R_1 is hydrogen, tert-butyl; X_1 is selected the group consisting of hydrogen, halogen, tert-butyl and C_1 to C_{12} alkoxy; R_2 is C_1 to C_8 linear or branched alkyl, said process comprising reacting a bromo-functionalized benzotriazole UV absorber having the general formula 4



Formula 4

wherein R_1 is hydrogen, tert-butyl; X_1 is selected the group consisting of hydrogen, halogen, tert-butyl and C_1 to C_{12} alkoxy, with diethanol diamine in an organic solvent under reflux at a temperature in the range of 70 to 90 °C for a time period ranging from 5-8 hrs, removing the solvent and recrystallizing the resultant compound to obtain the desired pure compound.

2. A process as claimed in claim 1 wherein the organic solvent used is acetone.